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РАЗВИТИЕ МОБИЛЬНОЙ РЕКЛАМЫ В РОССИИ

Аннотация: в статье рассмотрены основные характеристики рынка мобильной рекламы, обозначены перспективы развития российского рынка мобильной рекламы.

Ключевые слова: мобильная реклама, мобильные платформы, маркетинговая компания, аудитория, темп роста.

Abstract: in this paper, key features of the mobile advertising market are considered. Prospects for the development of the mobile advertising market in Russia are defined.

Keywords: mobile advertising, mobile platforms, marketing company, audience, growth rate.

Today, humanity is more involved than ever in virtual space, and channels-conductors: printing, broadcasting and mobile networks are united in one complex mix. The principle of «complex consumer» and a combination of old and new media are used for successful marketing. And, of course, marketers are constantly conducting research to develop existing technologies.

The ultimate goal of any successful mobile marketing campaign is to offer solutions that will maximize customer engagement from the target demographic group, so it's easy for the advertiser to shift the attention of the «complex consumer» to another important point of the company.

Key characteristics of the mobile advertising market. In any market there are both industry outsiders and leading segments. In the forecast of several analytical companies

there were indications of a multibillion-dollar future not very visible, but rapidly gaining strength areas of advertising. Mobile advertising is one of the most promising areas. According to experts from Parks Associates, advertisers have spent about half a billion dollars on mobile promotion of goods and services. While in 2008, according to this study, 62 million people in North America used them, in 2013 it was about 239 million.

The only obstacle to the development of this segment of the market, perhaps, is the reluctance of 38% of smartphone owners to receive advertising on their mobile phone. On the other hand, 37% of users did not express such a protest, and this is encouraging for advertisers.

As for Russia, in our country the position of mobile advertising is almost ten times weaker than in Canada or the United States. According to PricewaterhouseCoopers, in 2008 the volume of the domestic mobile advertising market was 27 million dollars. Today' figures are comparable to Danish, Belgian or Polish.

Mobile advertising can be effective only if the consumer sees in it the merits of all existing traditional advertising channels, that is, it should be as bright and visual as TV advertising, non-intrusive, directed and personalized, and, most importantly, it should be of real value to the consumer, so that he did not quickly forget or regret the time spent, and viewed it again.

Audience and growth rates. The mobile Internet audience is about 65 million people, or 61.2% of the population of the whole of Russia aged 3 years and older. Is constantly increasing. And already 10.5 million people more than those who go online only from the desktop.

There is a pattern that the smaller the city, the higher the penetration of mobile only. in cities with a population of 650,000 people, the audience of mobile only is 28.9%, but in cities with a population of less than 100,000 people – already 54.5%.

The fact that the user uses the mobile Internet or enters the network exclusively from a mobile device is greater when it comes to a young person.

Despite the already large number of budgets, advertising remains one of the most progressive media channels. Last year, the growth of advertising budgets as a whole

was 15%, mobile advertising grew by 65%, and interactive advertising and overall by 30%.

Advertisers predict the continued growth of mobile advertising within the budget of their brands. 80% of advertisers plan to increase their budgets for mobile advertising in 2019.

If we do not consider the growth, the share of budgets of advertisers, which are allocated to mobile advertising, is still less than the share of mobile Internet on the available advertising inventory of the audience and volume.

Prospects for the development of the mobile advertising market in Russia. Mobile advertising is one of those phenomena caused by modern technological advances, which entered the market very suddenly quickly and, at the same time, unnoticed. This year, just seven years after the first mobile advertising, the cost of it, according to the report of the research company eMarketer, will be \$2710 million.

At the same time, not only the amount is impressive, but also the immediate dynamics of development.

The grandeur of advertising platforms, the number of users and increasing awareness of the benefits of mobile advertising among all market participants, creates all possible prerequisites for the development of the segment in question. Banner advertising is beneficial to at least one of the three parties: participants, network owners and advertisers. Thanks to it, absolutely everyone has the opportunity to realize their goals, which in turn has a very productive effect on the overall development of the market and its growth.

Conclusion. The Russian market is not so much due to certain technologies, but to the change in the approach of advertisers and other players to the perception and use of mobile advertising, when it is not measured by the model of desktop advertising. Perhaps this is in the case if all market participants will develop adaptive mobile Internet sites, as well as landing and finally, if the head of the corner will be, first of all, convenience of use, then we can say that the culture and work in the mobile environment is formed.

Among the positive aspects of the development of the Russian industry should be noted the fact that all sorts of technical problems, such as clicking, random clicks and lack of quality mobile traffic, are already solved by the efforts of Russian and foreign players and do not pose a serious danger to the development of the market.

Of course, the Russian mobile advertising market has potential. But the main problem at the moment is not fully formed state of this market, that is, its «youth». We only need time to realize all the possibilities.

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